

Rep Order# 6832077 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 104412
Printed: 07/18/2012 2:37 PM
Last Received: 07/12/2012 4:06 PM

Showing Buylines: All Lines
SC=*

1 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate# NEIL WILLIAMS
Buyer Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/11/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

— REMARKS —

PLEASE SEE BELOW.

HAVE NEWS IN PRIME AIRING 830-930P AND JEOP/WHEEL AIRING
930-1030P AFTER NFL. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---	1	W-F	5A-6A	Buyline Comment: NEWS	:30	\$185.00	09/05-09/07	3	1	3	\$555.00	
2	M-TU	5A-6A			:30	\$185.00	09/10-09/11	2	1	2	\$370.00	
3	M-TU	6A-7A	Buyline Comment: NEWS		:30	\$450.00	09/10-09/11	2	1	2	\$900.00	
4	W-F	6A-7A	Buyline Comment: NEWS		:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
5	W-F	7A-9A	Buyline Comment: TODAY		:30	\$550.00	09/05-09/07	3	1	3	\$1,650.00	
6	M-TU	7A-9A	Buyline Comment: TODAY		:30	\$550.00	09/10-09/11	2	1	2	\$1,100.00	
7	TU	9A-10A	Buyline Comment: TODAY TT		:30	\$200.00	09/11-09/11	1	1	1	\$200.00	
8	W,F	9A-10A	Buyline Comment: TODAY TT		:30	\$200.00	09/05-09/07	2	1	2	\$400.00	

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Line	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total C
9	W-F	10A-11A	Buyline Comment: TODAY III	:30	\$200.00	09/05-09/07	3	1	3	\$600.00
10	M-TU	10A-11A	Buyline Comment: TODAY III	:30	\$200.00	09/10-09/11	2	1	2	\$400.00
11	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/10-09/11	2	1	2	\$550.00
12	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/05-09/07	3	1	3	\$825.00
13	W-F	3P-4P	Buyline Comment: PHIL	:30	\$300.00	09/05-09/07	3	1	3	\$900.00
14	M-TU	3P-4P	Buyline Comment: PHIL	:30	\$300.00	09/10-09/11	2	1	2	\$600.00
15	M-TU	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/10-09/11	2	1	2	\$700.00
16	W-F	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/05-09/07	3	1	3	\$1,050.00
*17	W-F	430P-5P	Buyline Comment: NEWS Station Remark: V2 1X NA 9/5 DT NFL	:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00
18	M-TU	430P-5P	Buyline Comment: NEWS	:30	\$450.00	09/10-09/11	2	1	2	\$900.00
19	M-TU	5P-630P	Buyline Comment: NEWS	:30	\$725.00	09/10-09/11	4	1	4	\$2,900.00